



**MAXIS SDN. BHD.**

**2024**

# **INDUSTRIAL TRAINING REPORT**

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**SWOT ANALYSIS**

**PREPARED BY:**

**HUSNA BINTI MOHD FADZIL**  
(2022787523)

**ADVISOR:**

**DR. SHAMSHUL ANAZ BIN KASSIM**

**EXAMINER:**

**PN. NURUL FARIHIN BINTI MHD NASIR**



# **EXECUTIVE SUMMARY**

**As a candidate for a bachelor's degree, it is an honour to have finished my internship as a marketing development intern at Maxis Sdn Bhd. I'm taking part in an industrial training programme in my final year of university with the aim of preparing students for the working world by exposing them to it before they graduate. Students at Universiti Teknologi Mara (UITM) must complete industrial training in order to receive a bachelor's degree.**

**With the support of this curriculum, students will be able to transition into a new work environment and prepare for a new phase of their lives. Furthermore, learners will be able to apply classroom knowledge to real-world scenarios. This report was used to get feedback from the students about the training site, evaluate their understanding of the industry, and promote self-reflection on the work they had done during the 24-week industrial training course. To evaluate the company's overall performance in the business, both domestically and internationally, a SWOT analysis is conducted at the training location.**

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## **3.0 COMPANY'S BACKGROUND**

**Established in 1995, Maxis is a prominent telecommunications provider in Malaysia that offers a wide range of services, including mobile, broadband, and enterprise solutions. The company offers both prepaid and postpaid mobile services, high-speed broadband for home and business use, and various digital solutions designed to improve businesses' productivity and connectivity.**

**Maxis is well known for its cutting-edge products and strong network infrastructure. It has made significant investments in its 4G LTE network, and in order to offer faster and more dependable internet connectivity, it is currently focusing on the rollout of 5G technology. In addition, Maxis provides a range of digital lifestyle services, including cloud storage, Internet, and video streaming.**

**Maxis has been recognised with multiple awards for its corporate practices and services, highlighting its leadership position in the Malaysian telecommunications industry. The company is also dedicated to corporate social responsibility (CSR), participating in a number of initiatives aimed at enhancing digital literacy and supporting local communities.**

### **3.2 MISSION**

**To be Malaysia's leading converged solutions company, enabling digital and sustainable lifestyles and individuals, businesses and communities**

### **3.3 VISION**

**To deliver an unmatched experience by going beyond expectation, providing innovative digital solutions, and being responsible corporate citizen that contributes positively to society**

### **3.4 GOAL**

**Our aim is to be digitally inclusive and help our customers and communities thrive in a digital world, use innovative technology to address environmental and social challenges, and be the trusted partner that everyone wants to work with. At Maxis, we recognise that our people are our most valuable asset**

### **3.5 OBJECTIVE**

**With an ambition to be Malaysia's leading converged communications and digital services company, we strive to bring our services to everyone in Malaysia - individuals, homes and businesses.**